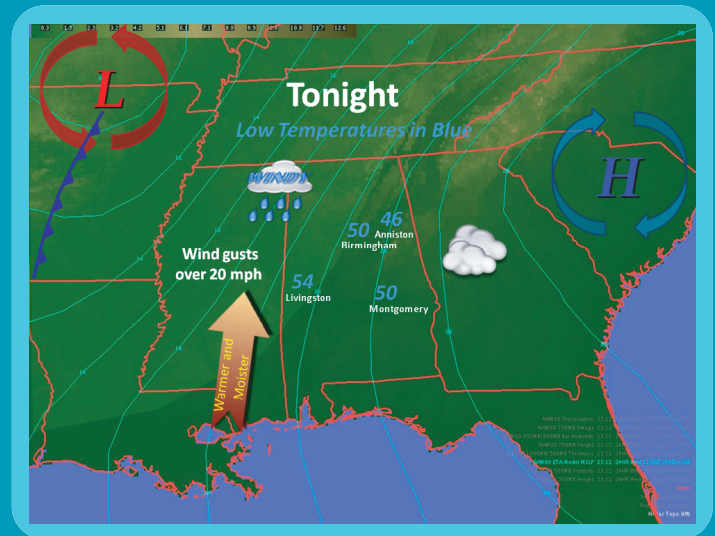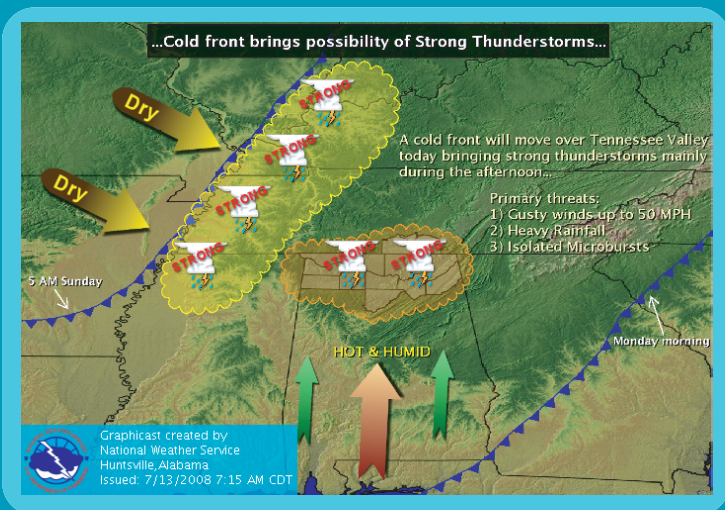# NWS Multimedia Efforts

Your National Weather Service offices across Alabama continually work to improve the quality of the products we provide to our community. In addition, we strive to stay in touch with new technologies that allow us to provide our products to you in new ways. The Multimedia Impact Briefings and Graphicasts are two prime examples. We have become a more visual based society, increasingly relying on the Internet to better communicate current weather conditions and what is forecasted. As a result, the NWS began developing Graphicasts and Multimedia Impact Briefings. These products enable NWS meteorologists to make complex weather scenarios understandable to the general public, serving as a concise weather overview. Forecast challenges, uncertainty in a forecast, any upcoming hazardous weather, and significant changes in the latest forecast are all points that may be highlighted in our Graphicasts and Multimedia Impact Briefings. These products are issued multiple times a day and can be found on the front page of each office's webpage. The Multimedia Impact Briefing can even be viewed on your wireless device using the latest Flash Player from Macromedia/Adobe for weather information on the go. Shown below are examples of the type of graphics featured as part of the Graphicasts (left) and the Multimedia Impact Briefings (right).

Surviving The Storm

Weather safety is important for all ages, but teaching children about the dangers of weather can have lifelong benefits. The NWS in Birmingham recently produced a weather safety DVD entitled, "Surviving the Storm." Whether they are at home, school, or outdoors, this video teaches children to make critical decisions that could save their life. The Alabama EMA and Alabama Department of Education joined together to make the video available to every public/private middle school in Alabama. The video was made possible through generous donations from Alabama Power, Jefferson County Citizens Corps, and local and state Emergency Management Agencies.